

ORDER



Orders
Order / Rev: 1972577
Alt Order #: 09061238
Product Desc: GROW LA COALITION
Estimate:
Flight Dates: 04/19/18 - 05/06/18
Original Date / Rev: 04/18/18 / 04/18/18
Order Type: Political

Primary AE: Ian Ambron
Sales Office: H-PHI
Sales Region: National

Agency
Name: Medium Buying, LLC
Buying Contact:
Billing Contact:
 3380 Tremont Road, Suite 290
 Columbus, OH 43221

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/Grow Louisiana Coalition
Demographic: A35+
Product Codes: PL20
Priority: P 1
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Pol-Issue

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/26/18	04/29/18	32	\$33,700.00	\$28,645.00
04/30/18	05/06/18	22	\$23,450.00	\$19,932.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2018	32	\$33,700.00	\$28,645.00	0.00
May 2018	22	\$23,450.00	\$19,932.50	0.00
Totals	54	\$57,150.00	\$48,577.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ian Ambron			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAFB	60%	\$57,150.00
Market	100%	\$95,250.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
DAFB	0%	\$0.00
EAFB	0%	\$0.00
LBBR	0%	\$0.00
LZUP	0%	\$0.00
WBBR	0%	\$0.00
WBRZ	31%	\$29,527.50
WBTR	0%	\$0.00
WBXH	0%	\$0.00
WGMB	4%	\$3,810.00
WLFT	0%	\$0.00
WLPB	0%	\$0.00
WVLA	5%	\$4,762.50
WZUP	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 1972577
 Alt Order #: 09061238
 Flight Dates: 04/19/18 - 05/06/18

Advertiser: ISS/Grow Louisiana Coalition
 Product Desc: GROW LA COALITION
 Estimate: WAFB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAFB	04/22/18	05/06/18	WAFB 9 News at 530 Sunday WAFB 9 News at 530 Sunday	Comm	5:30 PM-6:00 PM	-----1	:30	1	\$700.00	P 1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	-----1		1				\$700.00		0.00			
		Week: 04/23/18	04/29/18	-----1		1				\$700.00		0.00			
		Week: 04/30/18	05/06/18	-----1		1				\$700.00		0.00			
N 2	WAFB	04/19/18	04/20/18	WAFB 9 News at 5 WAFB 9 News at 5	Comm	5:00 PM-5:30 PM	---TF--	:30	2	\$1,600.00	P 1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	---TF--		2				\$1,600.00		0.00			
N 3	WAFB	04/23/18	05/04/18	WAFB 9 News at 5 WAFB 9 News at 5	Comm	5:00 PM-5:30 PM	MTWTF--	:30	5	\$1,600.00	P 1	0.00	NM	10	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/23/18	04/29/18	MTWTF--		5				\$1,600.00		0.00			
		Week: 04/30/18	05/06/18	MTWTF--		5				\$1,600.00		0.00			
N 4	WAFB	04/19/18	04/20/18	M-F 630-7P M-F 630-7P	Comm	6:30 PM-7:00 PM	---TF--	:30	2	\$1,200.00	P 1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	---TF--		2				\$1,200.00		0.00			
N 5	WAFB	04/23/18	05/04/18	M-F 630-7P M-F 630-7P	Comm	6:30 PM-7:00 PM	MTWTF--	:30	5	\$1,200.00	P 1	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/23/18	04/29/18	MTWTF--		5				\$1,200.00		0.00			
		Week: 04/30/18	05/06/18	MTWTF--		5				\$1,200.00		0.00			
N 6	WAFB	04/21/18	05/05/18	WAFB 9 News at 6 Saturday WAFB 9 News at 6 Saturday	Comm	6:00 PM-6:30 PM	-----1-	:30	1	\$750.00	P 1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	-----1-		1				\$750.00		0.00			
		Week: 04/23/18	04/29/18	-----1-		1				\$750.00		0.00			
		Week: 04/30/18	05/06/18	-----1-		1				\$750.00		0.00			
N 7	WAFB	04/19/18	04/20/18	WAFB 9 News at Noon WAFB 9 News at Noon	Comm	12:00 PM-12:30 PM	---TF--	:30	2	\$950.00	P 1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	---TF--		2				\$950.00		0.00			
N 8	WAFB	04/23/18	05/04/18	WAFB 9 News at Noon WAFB 9 News at Noon	Comm	12:00 PM-12:30 PM	MTWTF--	:30	5	\$950.00	P 1	0.00	NM	10	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/23/18	04/29/18	MTWTF--		5				\$950.00		0.00			
		Week: 04/30/18	05/06/18	MTWTF--		5				\$950.00		0.00			
N 9	WAFB	04/19/18	04/20/18	CBS This Morning CBS This Morning	Comm	7:00 AM-9:00 AM	---TF--	:30	2	\$650.00	P 1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/16/18	04/22/18	---TF--		2				\$650.00		0.00			
N 10	WAFB	04/23/18	05/04/18	CBS This Morning CBS This Morning	Comm	7:00 AM-9:00 AM	MTWTF--	:30	5	\$650.00	P 1	0.00	NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/23/18	04/29/18	MTWTF--		5				\$650.00		0.00			
		Week: 04/30/18	05/06/18	MTWTF--		5				\$650.00		0.00			
													Totals	54	\$57,150.00